



generationearth™

*the time to make a difference is now.*

**B/S** Distinctive Brands



# Brand Guidelines

June 2013

# Introduction

The Generation Earth Brand is unique and dedicated to transcending the boundaries of what it means to be a corporate brand. We are working to create not just a product line, but rather a movement that inspires all generations to do their part to protect the earth.

This guide contains the components of the Generation Earth Brand, from logos to tone of voice to videos, print, and packaging. These assets have been developed with cohesion in mind. Together they represent not only our brand, but also a movement, a message, and a community. Please take the time to review these guidelines and join us in our commitment to protecting the earth.

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# Brand Pillars

**Our brand pillars are the essence of our brand. They are the values that inspire everything we do.**

Beyond that—and more practically speaking—our pillars directly address the reasons why our members may choose not to purchase Generation Earth products. Though people generally want to do the right thing, they may think that green products are too expensive, aren't as green as they claim to be, or don't perform as well as their conventional counterparts. Our pillars turn our members' reasons not to buy into reasons to choose us over all others.

## Making a Difference

It's who we are, it's our mission, and it's how we think every day. Each product we develop will help preserve the earth for future generations.

## Performance

Quality is never comprised. We do-gooders love to get creative and find unique ways to manufacture products that perform with the least impact to our earth.

## Meaningful Claims

We have nothing to hide. Every product has a story (mostly told using corny puns). We educate in a fun way so that our members can actually understand what we're talking about. No big words or fancy jargon, and no green washing—only real, impactful things we want our members to know and feel good about.

## Affordable

Buying green doesn't have to cost more green. By providing our members with dependable products that are gentler on our earth and less harsh on their wallets, we can all make a difference together.



### MAKING A DIFFERENCE

It's who we are, it's our mission, and it's how we think every day.



### PERFORMANCE

Quality is never comprised.



### MEANINGFUL CLAIMS

We have nothing to hide.



### AFFORDABLE

Buying green doesn't have to cost more green.

# Brand Story

Clean air, land, water, and wildlife are the foundations of a sustainable ecosystem and an environment we are all entitled to. At Generation Earth, we recognize the very serious issue that impacts us all—preserving our earth for future generations.

We want to make a difference, and our mission is clear: create products that are responsibly sourced and manufactured using fewer resources and without the use of harmful ingredients, while not compromising quality. Simply put, make products that are good for you and good for the environment, so that you can make a difference, too.

Our products are designed to be eco-efficient. We define eco-efficiency as “getting more from less”—more products from fewer resources. With each product we consider, we determine the best process possible for keeping with our mission. And we know it’s not just what’s inside that counts, which is why we have strict packaging guidelines that help us stay on Mother Nature’s good side.

We also know that it’s equally important to design products that perform. We work hard to bring quality, affordable products to our members with the least impact to our environment. All Generation Earth items meet the highest standards of excellence and adhere to strict quality control guidelines. We monitor the facilities we source from to ensure that they are as committed to protecting our earth as we are.

If we can provide our members with dependable products that are gentler on our earth than conventional products and a little less harsh on their wallets, we can all make a difference together. We are the generation that must be committed to preserving the earth for the many generations to come.

**The time to make a difference is now.**



our **products**, our **planet**, our **passion**

# Brand Distinction: Environment + You

Because our Generation Earth products span across several categories in consumables, we've made the distinction between household products and health and beauty: Good for the Environment and Good for You.

## Good for the Environment

Our Good for the Environment product line includes all household products, such as paper, baby, cutlery, cups, and trash bags. All of these products are responsibly sourced and manufactured using fewer resources.

## Good for You

Our Good for You product line includes all health and beauty products, such as vitamins and hair care. All of these products are made with ingredients from the earth that are good for our members.

GOOD FOR THE ENVIRONMENT



GOOD FOR YOU



# Brand Personality

Saving the earth is serious business, but that doesn't mean it can't also be fun. The Generation Earth Brand sets itself apart from other earth-conscious product lines by being quirky and engaging. Marketing materials should never shy away from clever puns or equally light-hearted images. This playful tone creates an approachable and interactive brand that draws our members into our mission.

The Generation Earth Brand also strives to educate our members so they can make earth-healthy choices while integrating a passion for protecting our earth into their daily lives. To that end, our brand is transparent and honest. We communicate clearly how our products are sourced and the processes by which they are manufactured.

Most importantly, we are passionate. We work to create an emotional connection with our members that inspires them to join our cause. Our members should be able to feel our passion in each and every way we represent ourselves. Generation Earth is more than a brand. It is a community of people who are dedicated to protecting our earth.



# Visual Identity

A strong visual identity sets our brand apart, allowing our members to recognize, choose, and remember us. Our logos, typography, color palette, and brand assets have been deliberately selected and created to maximize the impact of the Generation Earth Brand.

This section will guide you in the correct and incorrect ways to use these components.

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## 2.0 Visual Identity

- 2.1 Logo Overview
- 2.2 Proportions & Clear Space
- 2.3 Dos & Don'ts
- 2.4 Corporate Logo Use
- 2.5 Typography
- 2.6 Color Palette
- 2.7 Brand Assets: Story
- 2.8 Brand Assets: Claims
- 2.9 Photography

# Logo Overview

Our Generation Earth logos help build brand recognition, while clearly and simply representing who we are and what we stand for. The earth and leaves together reveal how we're doing our part to protect our earth, creating responsibly sourced products from earth-based materials.

## The logo takes two forms:

**1. Good for the Environment:** This logo incorporates the earth and leaves together and is used for our products that are good for the earth, including (but not limited to) paper, baby, cutlery, and cups. This logo includes two variations of our tagline: “the time to make a difference is now” is used for most products, while “tough on dirt, not the environment” is used for laundry and household cleaning products.

**2. Good for You:** This logo incorporates only the leaves and is used for our products that are good for our members, including vitamins and beauty.

The logo should be placed in a prominent spot, working together—rather than competing—with the product image to balance the layout. The earth logo should always appear on a white background, while the leaves logo can be reversed to appear on a solid color background.

### GOOD FOR THE ENVIRONMENT



### GOOD FOR YOU



*Above shows how Good for You logo is treated on a solid color background.*

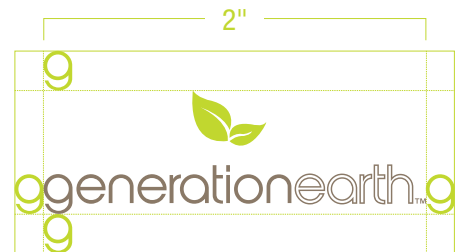
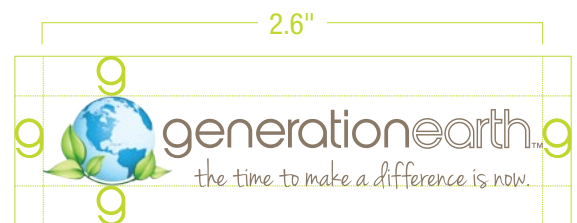
# Proportions & Clear Space

To ensure consistency—and help with brand recognition—it's important to use the logo properly. That means using it in its correct size and proportion and with the right amount of clear space surrounding it.

The proportions of the logo(s) have been defined and typeset respectively, and should not be modified. In other words, if re-sizing the logo, make sure it remains in proportion to the original file provided. The earth logo should never be smaller than 2.6 inches long, and the leaves logo should never be smaller than 2 inches long.

A clear space requirement ensures that the logo is accurately and consistently placed in a layout, while maintaining the logo's legibility and clarity. The clear space around both logos is defined by the height and width of the “g” in the logo. The “g” clear space is the minimum amount of space required around the logo at all times. For example, if the logo's “g” is a half inch tall, then leave a half inch of clear space on all sides.

## MINIMUM SIZE & CLEAR SPACE



## ALTERNATE LOGO



*In very rare instances, this logo may be used for an area that's smaller than the required minimum size.*  
**Requires approval.**

# Dos & Don'ts

In order to maintain a clear and distinct brand presence, the Generation Earth logos must be used in a consistent manner.

- The Generation Earth logos should be used as is. Do not add additional elements to any of the logos.
- The logos should be used as stand-alone assets. They should never be stacked or grouped with other elements.
- The ratio of the logo size to the size of the logo tagline must be maintained.
- Do not alter the aspect ratio of the logos by stretching or distorting them.
- Never redraw or retype the logos.
- The design and style of the logos should not be adjusted. Do not add additional graphical styles, such as drop shadows or gradients to the logos.
- In order to keep our brand logos distinct, do not place them too closely to other graphical elements.
- Do not outline the logos in order to make them stand out.
- The logos should not be used in a line of text or within a URL.
- Do not drop any trademark symbols from the logos (i.e., <sup>TM</sup> or ®).

## CORRECT LOGO USAGE



## INCORRECT LOGO USAGE



# Corporate Logo Use

Generation Earth products are part of BJ's Distinctive Brands, meaning they adhere to strict quality control guidelines and meet the highest standard of excellence. BJ's Distinctive Brands are 100% guaranteed.

To promote BJ's Distinctive Brands and give weight to the Generation Earth Brand, the BJ's Distinctive Brands logo should appear on all Generation Earth marketing and promotional materials. In general, the two logos should not appear next to each other. The BJ's Distinctive Brands logo should be placed in the lower left-hand corner of the page or layout, to serve as a sign-off.

## BJ's Distinctive Brands



**PMS 200**  
C3 M100 Y70 K12  
R188 G12 B47  
HEX#BA0C2F



**Black 50%**  
C0 M0 Y0 K50  
R147 G149 B152  
HEX#939598

**Note:** When used in video, change 50% Black to Cool Gray 8.

### SAMPLE USE OF LOGO IN LAYOUT



# Typography

The typography we use in both our print and digital materials helps to solidify the Generation Earth Brand. Our primary typeface, Helvetica Neue, provides a clean, clear look to our brand, while our secondary typeface, AbeatbyKai, offers a touch of playfulness and fun.

## Print

As the primary typeface, Helvetica Neue should dominate the text in a communications piece. As the secondary typeface, AbeatbyKai should be used in conjunction with Helvetica Neue, as an accent (e.g., in headlines).

To create visual hierarchies or to highlight key content in a layout, both Helvetica Neue and AbeatbyKai can be modified by altering their scale, color, or placement. Use the primary color palette in text as a color accent.

### When using typefaces, don't:

- Underline
- Use stylized fonts (cursive, flowery, script fonts)
- Use drop shadows
- Condense the font or use excessive tracking or horizontal scaling
- Use type with additional inter-character spacing

## Digital

To ensure consistency, Arial is the only typeface that should be used for live, digital text. To create visual hierarchies or to highlight key content in a layout, Arial text can be modified by changing its scale, color, or placement. The primary color palette can be used in text as a color accent. The Arial text can be bolded in titles and subheads to highlight and distinguish content. Avoid italicizing or underlining the typeface.

For digital applications, Helvetica Neue and AbeatbyKai may be used when placed as an art file into a digital layout.

### PRINT FONTS

#### Helvetica Neue (T1) Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

#### AbeatbyKai

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### DIGITAL FONT

#### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# Color Palette

Generation Earth's color palette includes three primary colors and a sampling of secondary or supporting colors.

## Primary Color Palette

Establishing the overall appearance of the Generation Earth Brand, our primary color palette draws upon, well, the earth for its inspiration. More specifically: land (brown), forest (green), and sky/ocean (blue). The green and blue are bright and cheerful, adding light-hearted fun to our look.

The primary color palette represents the brand as a whole and should dominate communications.

## Secondary Color Palette

The secondary color palette complements the primary color palette, while adding distinctiveness and character to different communications. The tone of the secondary palette is fun, upbeat, and vibrant, including colors such as orange, turquoise, pink, and purple. This is where Generation Earth reveals some of its quirkiness, setting the brand apart.

This is a sampling of secondary palette colors. The palette can be expanded upon, but new colors must stay within this vibrant, complementary tone.

### PRIMARY COLORS



**PMS Warm Gray 10C**  
C24 M34 Y35 K60  
R121 G110 B101  
HEX#796E65



**PMS 382C**  
C28 M0 Y100 K0  
R196 G214 B0  
HEX#C4D600



**PMS 2193C**  
C92 M24 Y0 K0  
R0 G144 B218  
HEX#0090DA

### SECONDARY COLORS



**PMS 219C**  
C1 M92 Y4 K0  
R218 G24 B132  
HEX#DA1884



**PMS 390C**  
C27 M0 Y100 K3  
R181 G189 B0  
HEX#B5BD00



**PMS 311C**  
C68 M0 Y13 K0  
R5 G195 B222  
HEX#05C3DE



**PMS 266C**  
C76 M90 Y0 K0  
R117 G59 B189  
HEX#753BBD



**PMS 1505C**  
C0 M56 Y90 K0  
R255 G105 B0  
HEX#FF6900

# Brand Assets: Story

The Generation Earth Brand includes a growing number of icons, or assets, that add to and complement our logo and round out our brand. They're used across our brand to ensure consistency in our messaging.

The Our Story icon appears any time we're telling a story, including our brand story or, more often, a product story on our packaging. The icon should be placed directly next to the text.

Each Generation Earth Brand story includes three important components: Our Product, Our Planet, and Our Passion. These icons are used prominently in our product videos and can be used on packaging, marketing materials, or on our website.



our **products**, our **planet**, our **passion**



## OUR STORY

## ALTERNATE FOR VIDEO USE



our product



our planet



our passion

# Brand Assets: Claims

Our product claims icons should appear when making claims about the materials and resources we use to create our products.

The Recycled icon is used on all recycled product packaging. This icon can be treated in two ways, depending on the length of the claim. For longer claims, more of the text can wrap around the top of the circle. For shorter claims, the “made from” text should appear around the top of the circle, while the material/ingredient text appears around the bottom. The material used should always be bold around the bottom. This applies to all existing and future icons (e.g., corn).

The Tree Positive icon is used primarily on our paper product packaging, as well as in other areas when telling our brand story or stating our mission. There are two versions of the Tree Positive icon—horizontal and vertical—used according to space.

## PRODUCT CLAIMS



**WE ARE TREE POSITIVE**

For every one tree used,  
we plant two in its place.



**WE ARE TREE POSITIVE**

# Photography

Using photography in our communications—to represent our products and our members—provides another opportunity to express our unique personality.

The photos in our library are whimsical, playful, and fun, and they create a sense of the unexpected, drawing our members in. The photos used on our packaging and in our communications are clean and clearly presented on a white background, allowing them to stand out.



# Packaging

The packaging for our products is just as important as the products themselves. Our strict packaging guidelines help us maintain our visual identity while staying on Mother Nature's good side.

The following pages include packaging guidelines—from logo and text placement to color palette—for our various product lines and types of packaging.

## 3.0 Packaging

### Good for the Environment

- 3.1 Household Box: Front & Back
- 3.2 Household Box: Sides
- 3.3 Household Box: Top
- 3.4 Product Tray

### Good for You

- 3.5 Beauty Care
- 3.6 Vitamins & Supplements: Label
- 3.7 Vitamins & Supplements: Tray



## GOOD FOR THE ENVIROMENT

# Household Box: Front & Back

Layout falls within white box  
with PMS 390 border

Generation Earth logo  
upper left

Product name  
below GE logo, left justified,  
AbeatbyKai, PMS 390

Callouts  
AbeatbyKai, secondary pop color  
rule with white text left justified,  
bleeds into image on right

Bullet points  
left justified, Helvetica Neue 57  
Condensed, secondary pop color

Icon space  
changes per product, left justified,  
secondary pop color



Count/Legal lines  
bottom left justified, PMS Warm Gray 10

Image  
full bleed image shilouetted on white

## DIELINE FLAT



## GOOD FOR THE ENVIROMENT

# Household Box: Sides

### Backgrounds

full bleed PMS 382

### Generation Earth logo

top centered

### Product name

below GE logo, centered,  
white, AbeatbyKai

### Callouts

AbeatbyKai, secondary pop color  
rule with white text left justified

### Bullet points

left justified, Helvetica Neue 57  
Condensed, white

### Count/Legal lines

bottom left justified, PMS Warm Gray 10

### Distributed by & Country of origin

1 SIDE Helvetica Neue 77 Bold Condensed  
CAPS, white



### UPC barcode

1 SIDE

### Icon space

changes per product, secondary  
pop color, left justified

### Story icon

directly next to text

### Story

bottom centered, block is PMS 390 @ 50%;  
our story logo: left justified, top wording  
product specific, bottom wording: about us

### DIELINE FLAT



GOOD FOR THE ENVIROMENT

# Household Box: Top

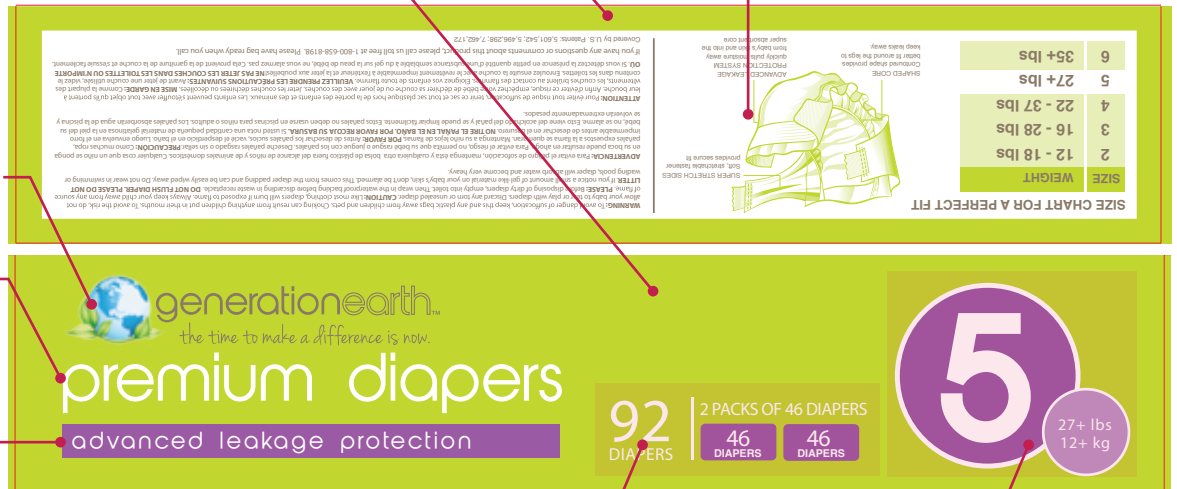
Backgrounds  
full bleed PMS 382

Generation Earth logo  
upper left

Product name  
below GE logo,  
left justified,  
AbeatbyKai, white

Callouts  
AbeatbyKai,  
secondary pop color  
rule with white text  
left justified, rule  
possibly bleeds into  
icon space depending  
on layout variation

2<sup>nd</sup> top panel changes  
per product



Count/Legal lines  
bottom left justified, PMS Warm Gray 10

Icon space  
changes per product, bottom right  
justified, secondary pop color

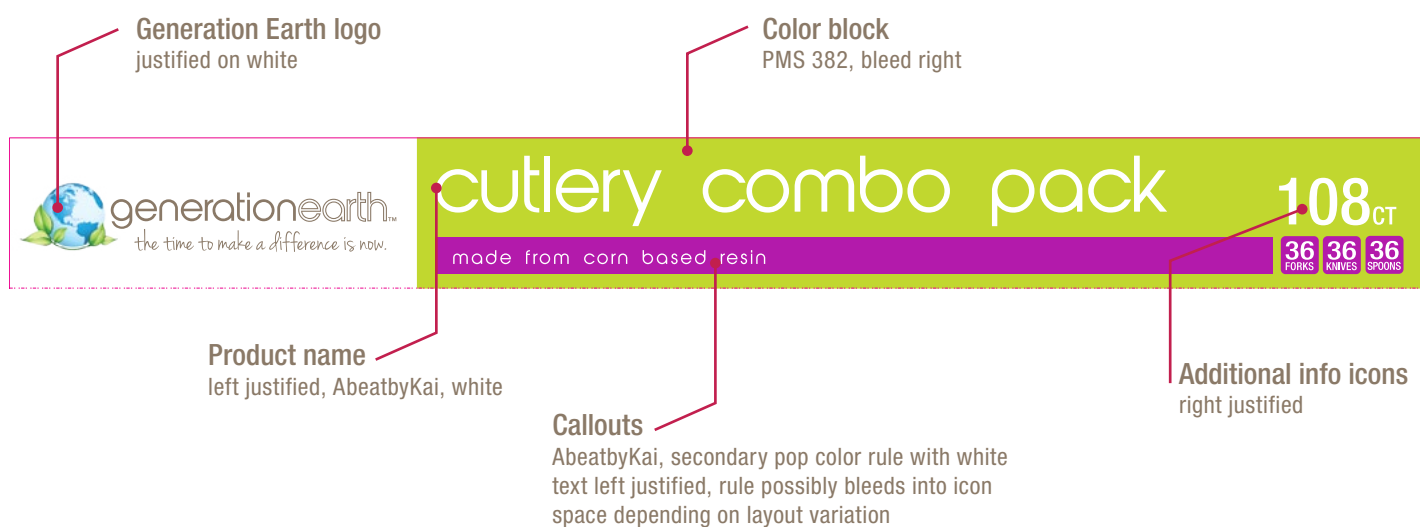
DIELINE FLAT



GOOD FOR THE ENVIROMENT

# Product Tray

## PANEL FROM DIE



## DIELINE FLAT



GOOD FOR YOU

# Beauty Care



GOOD FOR YOU

# Vitamins & Supplements: Label

**Product name**  
AbeatbyKai, "natural" centered in PMS Warm Gray 10, product name centered in category color, call-out centered in category color

**Generation Earth logo**  
centered

**Callouts**  
placement determined by dieline

**Barcode**  
placement determined by dieline

**Category name**  
centered, Avenir 55 Roman lowercase

**'Dietary supplement'**  
centered, Avenir 85 Heavy lowercase

**Regulatory disclaimer**  
varies per product & correlates to asterisk\*, within box, Helvetica Neue 77 Bold Condensed

**Regulatory content**  
provided by vendor, placement determined by dieline

**Count**  
Avenir 55 Roman, lowercase

Formulated to assist in digestion of proteins, fats, and carbohydrates\*

Made From Food Based Ingredients

**FREE FROM:**

- Yeast and Dairy
- Artificial Colors, Flavors and Sweeteners
- Preservatives and Solvents

**CAUTION:** As with other vitamins and supplements, consult a physician if you are taking medication, diabetic, are pregnant or nursing. Keep out of the reach of children and pets. Do not use if inner safety seal is broken or missing.

**Quality Guaranteed**  
Distributed by BJWC  
25 Research Drive  
Westborough, MA 01581  
1-800-934-1204  
Style# 020301  
Rev. Code: 0.1.0.1.08/12

**generationearth.**

natural  
**digestive**  
enzyme

intestinal health\*

dietary supplement

**FPO**

180 capsules

**SUGGESTED USE:** As a dietary supplement, take one capsule daily, preferably with a meal or as directed by a healthcare practitioner.

**Supplement Facts**

Serving Size: 1 Capsule  
Servings Per Container: 180

	Amount Per Capsule	%DV
<b>Digestive Enzyme Blend</b>		
Amylase	192 mg	*
Protease	13430 DU	*
Glucosylase	33575 HUTS	*
Diastase	31 AGU	*
Bromelain	1088 DP	*
Cellulase	178174 PU	*
Lactase	895 CU	*
Papain	448 ALU	*
Invertase	174011 PU	*
Lipase	448 SU	*
	269 FIP	*

\*Daily Value (DV) not established.











**OTHER INGREDIENTS:** Microcrystalline Cellulose, Magnesium Stearate (Veg), Cellulose (HPMC), Contains Soy and Wheat derivatives.

Made with natural ingredients free of artificial colors, flavors, sweeteners and preservatives.

Made without: Milk, Egg, Fish, Shell Fish, Peanuts and Tree Nuts.

**ALLERGY WARNING:** Produced in a facility that processes milk, egg, soy, peanuts, soybeans, tree nuts, wheat and crustacean shellfish derivatives.

## ALTERNATE LABEL

- |  |   |
|--|---|
|  Multi Vitamins<br>PMS 259C |  Heart Health<br>PMS 1935C     |
|  Women's Health<br>PMS 226C |  Herbal<br>PMS 361C            |
|  Bone Health<br>PMS 3135C   |  Immune<br>PMS 1585C           |
|  Energy<br>PMS 3275C        |  Intestinal Health<br>PMS 172C |
|  Eye Health<br>PMS 2405C    |  Joint<br>PMS 2728C            |

**Product description**  
centered, Avenir 55 Roman

**generationearth.**

natural  
**flaxseed oil**  
1,300 mg per softgel

Highest Quality Natural Flaxseed Oil  
Cold Pressed, Enhanced with Lignans

heart health\*  
dietary supplement

**FPO** 225 softgels

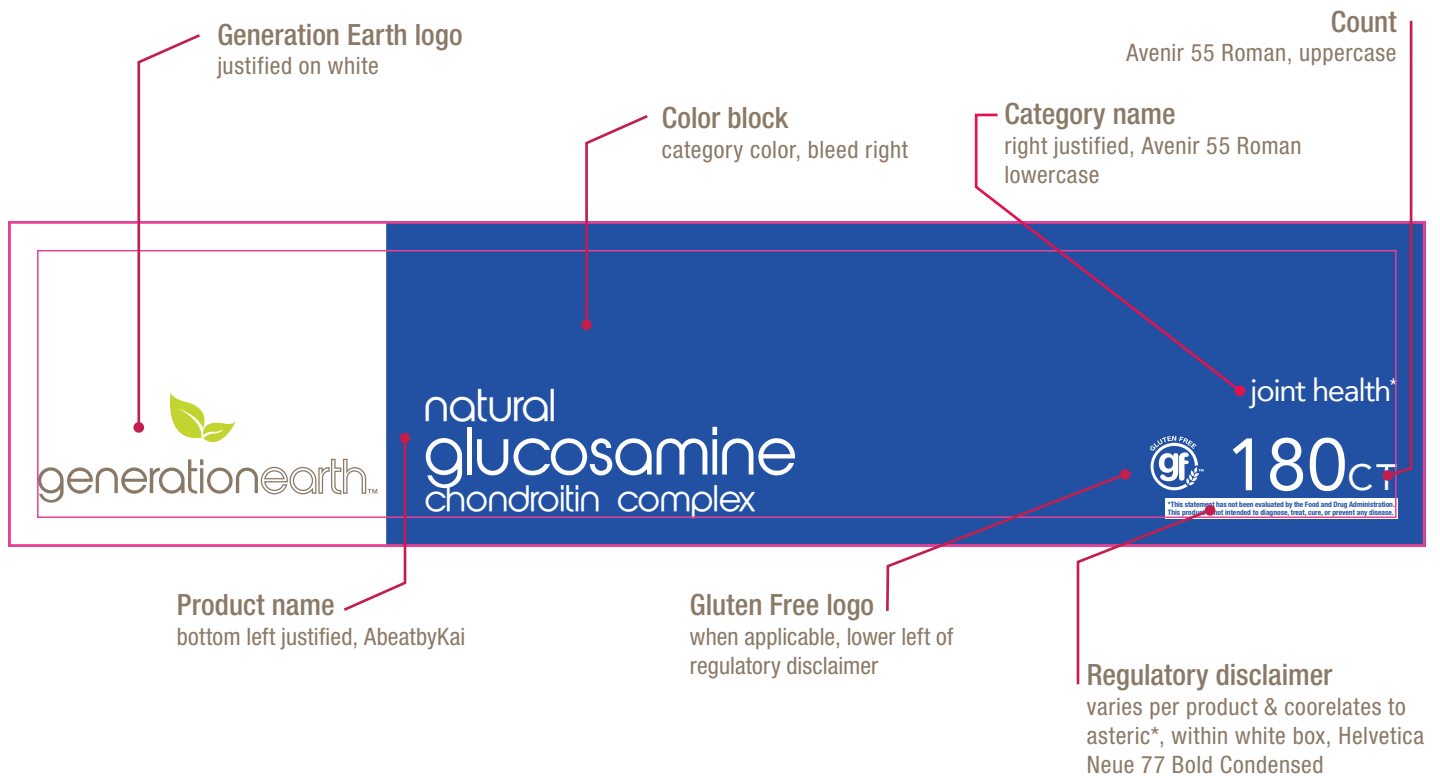
**GLUTEN FREE**  
gf

**Gluten Free logo**  
lower right when applicable

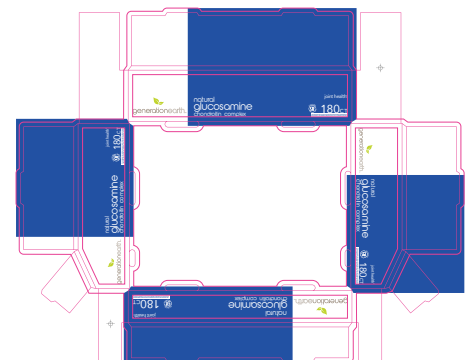
GOOD FOR YOU

# Vitamins & Supplements: Tray

PANEL FROM DIE



DIELINE FLAT



# Sample Applications

When putting the Generation Earth Brand into practice, all of the brand's visual identity elements must be used together in perfect harmony (much like people working together to protect the earth). From digital to print applications, the brand should be consistently and appropriately applied to suit particular situations and communication materials.

The following pages include a variety of print, web, and video examples that illustrate how to accurately and flexibly apply the visual identity to Generation Earth communication materials.

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## 4.0 Sample Applications

4.1 Print

4.2 Web

4.3 Video

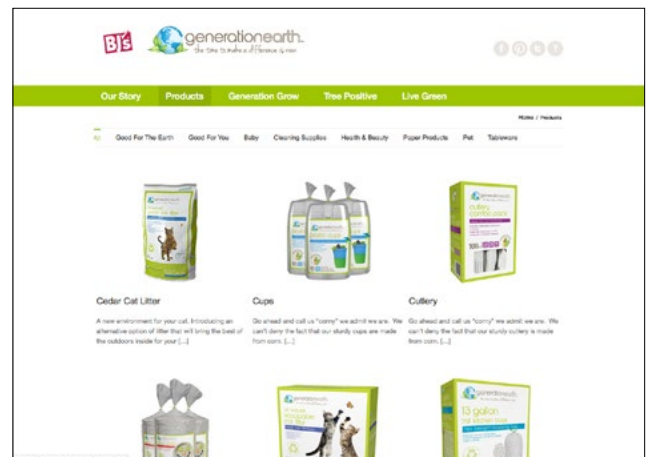
# Print

Here are examples of how the Generation Earth Brand elements—from primary and secondary palette colors to the BJ's Distinctive Brands logo—can be applied to print communications, such as ads, flyers, and direct mail.



# Web

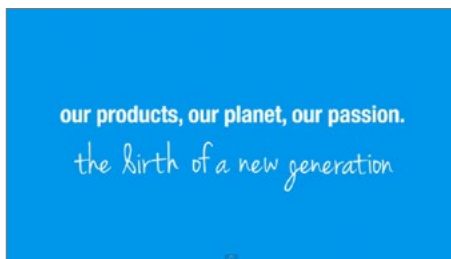
The Generation Earth Brand is just as clean, quirky, and fun online as it is on paper. Here are some ways in which we use our brand elements—from our digital typeface to our photography—on the web.



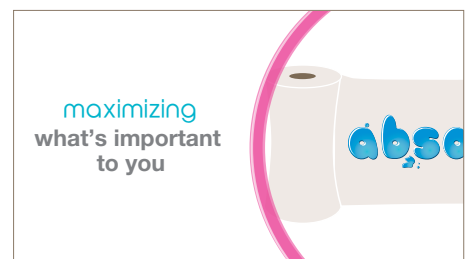
# Video

Our unique personality is especially apparent in our fun, quirky videos. Below are stills from our brand and product videos.

## BRAND VIDEO STILLS



## PRODUCT VIDEO STILLS



# Contact Information

## **BJ'S Wholesale Club Corporate Office**

25 Research Drive  
Westborough, MA 01581

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### 5.0 Contact Information

#### **Kristine Modugno**

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774.512.6147

#### **Renee Paquette**

Manager of Product Development & Design  
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774.512.6983

#### **Kathleen Roche**

Manager of Corporate Brands & Marketing  
kroche@bjs.com  
774.512.6315

#### **Scott Williams**

Manager of Product Development & Quality Assurance  
scwilliams@bjs.com  
774.512.7908

#### **Corporate Brands Member Service**

1.800.934.1204